

Degree	Type	Year
Journalism	OT	3
Journalism	OT	4

Contact

Name: Cristina Maria Pulido Rodriguez

Email: cristina.pulido@uab.cat

Teachers

Cristina Maria Pulido Rodriguez

(External) Marta Portalés

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

Enough English knowledge to be able to read recommended readings and other resources

Objectives and Contextualisation

The objectives of the course are:

1. To know the relationships between the fields of communication and education, as well as media literacy and to make students aware of the problems and opportunities that this relationship raises.
2. To acquire the necessary skills to develop edu communication projects as a professional outlet.

Competences

Journalism

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Demonstrate a critical and self-critical capacity.

- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Design, plan and carry out journalistic projects on all kinds of formats.
- Differentiate the discipline's main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the media's structure.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Rigorously apply scientific thinking.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse information processes, as well as the trends and theories that formalise them in the planning and execution process of political communication.
3. Analyse information processes, as well as the trends and theories that formalise them in the planning process of media literacy.
4. Analyse information processes, as well as the trends and theories that formalise them in the planning process of press offices and institutional communication.
5. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
6. Analyse the theories on advertising, public relations and corporate and institutional communication.
7. Apply the professional ethics of journalism to strategic communication in the field of media literacy.
8. Apply the professional ethics of journalism to strategic communication in the field of political communication.
9. Apply the professional ethics of journalism to strategic communication in the field of press offices and institutional communication.
10. Apply the technologies and systems used to process, produce and relay information in the field of strategic communication.
11. Appraise the impact of technological innovations in the running of the Catalan and Spanish communication system.
12. Communicate using language that is not sexist or discriminatory.
13. Consider how gender stereotypes and roles impinge on the exercise of the profession.
14. Critically analyse the principles, values and procedures that govern the exercise of the profession.
15. Demonstrate a critical and self-critical capacity.
16. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
17. Demonstrate knowledge of how public figures' communication strategies are conceived and disseminated on the basis of the main current debates.
18. Explain the explicit or implicit code of practice of one's own area of knowledge.
19. Identify situations in which a change or improvement is needed.
20. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
21. Plan and execute journalistic projects in the field of media literacy.
22. Plan and execute journalistic projects in the field of political communication.

23. Plan and execute journalistic projects in the field of press offices and institutional communication.
24. Propose new methods or well-founded alternative solutions.
25. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
26. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
27. Propose projects and actions that incorporate the gender perspective.
28. Rigorously apply scientific thinking.
29. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
30. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
31. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
32. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
33. Value diversity and multiculturalism as a foundation for teamwork.
34. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
35. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

1. INFORMATION SOCIETY, EDUCATION AND COMMUNICATION

- 1 Communication and education (formal, non-formal and informal).
- 2 The challenge of lifelong learning. The Tics and the new educational opportunities.
- 3 The current media culture and educational values. The role of the family and the group of equals.

2. THE EDUCATIONAL FUNCTION OF THE MEDIA

- 1 Origins. Theoretical context. Ideological approaches to the educational function of the media: the current debate.
- 2 Educational media. Television and education. The models of educational television. Educational audiovisual platforms,
3. Social networks and video games, educational function?

3. MEDIA AND INFORMATION LITERACY

- 1 The conceptual framework of media and information literacy
- 2 The international development of media literacy: the role of UNESCO and the European Commission
- 3 Media education policies and strategies Learners' critical reflection and audiovisual production. The use of media in educational contexts. Communicative participation and active citizenship.

4. CHILD AND YOUTH AUDIENCE

- 1.Children and media: Children's rights and communication.
- 2 Prevention of risks and promotion of critical and creative use of the media

5. EDU COMMUNICATIVE PROJECT

1 Conceptualization and definition of the project. Implementation phases.

2 Preliminary research; bibliographic search and benchmarking.

3 Design of the project and implementation of the pilot.

4 Planning, production and evaluation.

***TEI contenido de la asignatura será sensible a los aspectos relacionados con la perspectiva de género y con el uso del lenguaje inclusivo

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical lessons	27	1.08	7, 21
Seminar	6	0.24	3, 17
Theoretical sessions	15	0.6	3, 7, 11
Type: Supervised			
Exam	3	0.12	7, 17
Project	3	0.12	3, 7, 10, 17, 21, 11
Type: Autonomous			
Group work	30	1.2	7, 21
Student work	20	0.8	3, 11

The methodology of the course consists of:

- 1) Theoretical sessions of the subject's basic agenda
- 2) Reading sessions and case studies
- 3) Practical sessions related to the edu communicative project.

The class group will simulate a news room wit maximum organization flexibility.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for eective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching sta will inform students of any modifications to the course schedule and teaching methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	3	0.12	3, 4, 2, 8, 7, 9, 17, 20
Project - Communication and Education field	45%	30	1.2	14, 3, 5, 1, 28, 7, 9, 10, 12, 16, 17, 15, 18, 20, 19, 22, 21, 23, 35, 24, 25, 26, 27, 32, 31, 29, 30, 13, 33, 34, 11
Tasks - Seminar	25%	13	0.52	14, 3, 4, 2, 5, 6, 1, 28, 8, 7, 9, 12, 16, 17, 15, 18, 20, 19, 35, 26, 27, 32, 31, 29, 30, 13, 33, 34, 11

Evaluation Activities

The evaluation of the course will consist of three evaluative activities:

Edu-communicative Project: Group work, minimum 3-5 people. The project guidelines will be available on the virtual campus, the practical sessions will be dedicated to working on the edu-communicative projects from the beginning, and the group tutorials will be aimed at monitoring both the design and the development of the project.

Seminar Submissions: The submission will take place either before or after as indicated on the virtual campus.

Exam: At the end of the course, a theoretical exam on the content learned during the semester will be held.

Students have the right to review the evaluation carried out. Once the grades are published, a review tutorial will be scheduled to conduct the same.

RE-EVALUATION

The re-evaluation activity will consist of a theoretical exam that will include aspects from the theoretical sessions, seminars, and concepts worked on in the development of the edu-communicative project.

NOT EVALUABLE

Students who have not submitted any formative activity cannot be evaluated.

SINGLE ASSESSMENT

This course/module does not provide for a single assessment system.

PLAGIARISM

If the student commits any irregularity that could lead to a significant variation in the grade of an evaluation act, that evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same course, the final grade for that course will be 0.

USE OF ARTIFICIAL INTELLIGENCE

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction or translation, layout improvement, or audiovisual product enhancement-always as a support tool.

Students must identify which parts were generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the outcome of the activity.

Lack of transparency in the use of AI in this graded activity will be considered a breach of academic integrity and may result in partial or total loss of marks for the activity, or more severe sanctions in serious cases.

Bibliography

Basic references:

ALBERO ANDRÉS, MAGDALENA. (2010) *Jóvenes, internet y participación política*. Límites y oportunidades. Octaedro. Barcelona.

ALBERO ANDRÉS, M. (2004). The Internet and adolescents: the present and future of the information society. En Goldstein, Buckingham, Brougère. *Toys, Games and Media*. New Jersey/London. Lawrence Erlbaum Ass., 109-129.

BUCKINGHAM, DAVID. (2005) *Educación en medios. Alfabetización, aprendizaje y cultura contemporánea*. Paidós. Barcelona.

BUCKINGHAM, DAVID. y WILLET, REBEKAH. (Eds.) (2006) *Digital Generations*. Lawrence Erlbaum. London.

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<https://ebookcentral.proquest.com/lib/uab/detail.action?docID=5963858>.

CARLSSON, ULLA., TAYIE, SAMY. JACQUINOT, GENIÈVE., PÉREZ TORNERO, JOSÉ MANUEL. (2008) *Empowerment through Media Education. An Intercultural Dialogue*, Goteborg, Nordicom.

LIVINGSTONE, SONIA. y BOVIL MOIRA. (2002) *Young People and New Media*. Sage, London.

MASTERMAN, LEN (1993): *La enseñanza de los medios de comunicación*. Madrid, La Torre.

MORIN, EDGAR (1999). [Los siete saberes necesarios para la educación del futuro](#). UNESCO, París.

PEREZ TORNERO, JOSÉ MANUEL y VARIS, TAPIO. (2012) *Alfabetización mediática y nuevo humanismo*, Barcelona, UOC.

PEREZ TORNERO, JOSÉ MANUEL (2020). *La gran mediatización I. El tsunami que expropia nuestras vidas. Del confinamiento digital a la sociedad de la distancia*. UOC Press: Barcelona.

*** The specific bibliography will be provided to students through the virtual campus

Software

Basic office software, social media domain and blog content management.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.



Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	11	Catalan	first semester	morning-mixed
(PLAB) Practical laboratories	12	Spanish	first semester	morning-mixed
(TE) Theory	1	Spanish	first semester	morning-mixed